



WCPO

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ORDER

Print Date 09/08/12

Page 1 of 3

Flight Dates 09/05/12-09/10/12

Contract / Revision 309925 /

Original Date / Revision
09/04/12 09/07/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product

Candidate. Sherrod Brown Week #

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	39	\$18,870.00	\$22,200.00	0.00
Totals	39	\$18,870.00	\$22,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	39	\$18,870.00	\$22,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/05/12	09/10/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M-WTF--	:30	6	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		6			\$400.00			0.00			
		Week: 09/10/12	09/16/12	M-----		2			\$400.00			0.00			
N 2	WCPO	09/05/12	09/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M-WTF--	:30	3	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3			\$400.00			0.00			
		Week: 09/10/12	09/16/12	M-----		1			\$400.00			0.00			
N 3	WCPO	09/05/12	09/10/12	M-F 730-8p	CM	M-F 730-8p	M-WTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00



WCPO

Print Date: 09/08/12

Page 2 of 3

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Contract / Revision 309925 Flight Dates 09/05/12-09/10/12

Hiatus Dates

Original Date / Revision 09/04/12/ 09/07/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Jeopardy														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF--		3				\$500.00		0.00		
Week:		09/10/12	09/16/12	M-----		1				\$500.00		0.00		
N 4	WCPO	09/05/12	09/10/12	M-F 6-630p News	CM	558-630p	M-WTF--	:30	3	\$850.00	P-3	0.00 NM	4	\$3,550.00
				M-F 6-630p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF--		3				\$850.00		0.00		
Week:		09/10/12	09/16/12	M-----		1				\$1,000.00		0.00		
N 5	WCPO	09/05/12	09/10/12	SA 730-8p	CM	730-758p	-----S-	:30	1	\$400.00	P-3	0.00 NM	2	\$900.00
				SA730-8P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-		1				\$400.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	VCPO	09/03/12-09/09/12		SA 730-8p		730-758p	-----Sa--	:30		(\$400.00)		0.00 NM		
See MG 5.2,5.3 [program change]														
2	VCPO	09/10/12-09/10/12		M-F GMTS 6-7a		6-7a	M-----	:30		\$400.00		0.00 NM		
Ⓜ MG for 7.1,5.1														
3	VCPO	09/10/12-09/10/12		M-F 7-730p		M-F 7-730p	M-----	:30		\$500.00		0.00 NM		
Ⓜ MG for 7.1,5.1														
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00		
N 6	WCPO	09/05/12	09/10/12	M-F 7-730p	CM	M-F 7-730p	M-WTF--	:30	3	\$500.00	P-3	0.00 NM	4	\$2,000.00
				Wheel of Fortune										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF--		3				\$500.00		0.00		
Week:		09/10/12	09/16/12	M-----		1				\$500.00		0.00		
N 7	WCPO	09/05/12	09/10/12	SA 7-730p	CM	658-730p	-----S-	:30	1	\$500.00	P-3	0.00 NM	0	\$0.00
				SA7-730P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-		1				\$500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	VCPO	09/03/12-09/09/12		SA 7-730p		658-730p	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 5.2,5.3 [program change]														
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00		
N 8	WCPO	09/05/12	09/10/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	M-WTF--	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
				M-F 1135p-1202a Nightlir										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF--		3				\$400.00		0.00		
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00		
N 9	WCPO	09/05/12	09/10/12	M-SU 11p Late News	CM	11-1135p	M-WTF-S	:30	4	\$900.00	P-3	0.00 NM	5	\$4,500.00
				M-SU 11p Late News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF-S		4				\$900.00		0.00		
Week:		09/10/12	09/16/12	M-----		1				\$900.00		0.00		
N 10	WCPO	09/05/12	09/10/12	M-F 530-6p News	CM	528-6p	M-WTF--	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
				M-F 530-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--WTF--		2				\$1,000.00		0.00		
Week:		09/10/12	09/16/12	-----		0				\$0.00		0.00		
N 11	WCPO	09/10/12	09/10/12		CM	1135p-1202a	M-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00



Page 3 of 3

<u>Advertiser</u>	<u>Friends of Brown / Democr</u>	<u>Product</u>	<u>Candidate. Sherrod Brown</u>	<u>Estimate #</u>
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														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 1135p-1202a Nightlir												
				M-F 1135p-1202a Nightlir												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	M-----			1		\$500.00		0.00					
N 12	WCPO	09/05/12	09/10/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00	
				SU GMTS 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S			2		\$375.00		0.00					
Week:		09/10/12	09/16/12	-----			0		\$0.00		0.00					
Totals														39	\$22,200.00	